

Live the Spark: Four Ways to Activate PMI Culture in 2026

CULTURE: How We Behave

Make It Easy

Aim Higher

Be Welcoming

Embrace Curiosity

Together We Can

Our culture lives in our five values and behaviors. Rituals (the repeatable practices we share), heroes (the people and projects we recognize for living our values), storytelling (the experiences and meaning we bring forward), and systems (the processes that hardwire our values into how we work) are not our culture — they are activators. They help our values show up in how we work, connect, and grow together

This card helps you keep the spark alive and be the ripple across colleagues, volunteers, and communities. Explore more in the Culture Guidebook and with our Culture & Diversity Ambassadors.



As a PMI Team Member With Your Colleagues

- Create a recurring culture opener in meetings in meetings (one small behavior, they lived that week).
- Create “shadow recognitions” for colleagues whose unseen work made things easier.
- Share 60-second micro-stories when a colleague showed a PMI value in action.
- Use values in feedback - for example, name how someone “Aimed Higher” in their work.



As a Volunteer Leader With Fellow Volunteers

- Begin board meetings with a 2-minute reflection on a value in action.
- Recognize “unsung heroes” who simplified work, supported others, or took initiative.
- Ask new volunteers to share their why they volunteer through the lens of a PMI value.
- Add a values checkpoint during onboarding: Choose one value to focus during your term.



As a Chapter Leader With Members & Community

- Host values-driven networking moments (e.g., “Curiosity Corners” “Ideas Greenhouse”).
- Spotlight a partner/member in your newsletter or social for living a value.
- Share impact stories that show how projects connect to PMI values.
- Bake culture into decision-making by using values as design prompts e.g. Does this program make it easy for our members?